



Main Street Essentials Preliminary Agenda

Radford – September 19 & 20, 2007
Bondurant Center for the Arts, 1129 E. Main Street

Wednesday, September 19

Morning Sessions

Main Street Overview- Stephen Versen

Main Street Design 101 – Kathy Frazier

Virginia Main Street architect Kathy Frazier will discuss the guiding principles of good design for an historic downtown and all of its components, including buildings, public improvements, signs, and parking areas.

Creating Vibrant Outdoor Spaces – Kathy Frazier

Kathy will also share creative ways to develop or enhance outdoor spaces in your business district, such as sidewalk café seating, event pavilions, and parks.

Lunch

Q&A Session on Design – Kathy Frazier

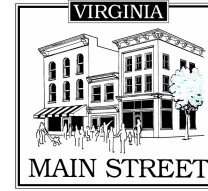
This interactive working-lunch allows you to discuss design issues in your community with Ms. Frazier and come up with feasible solutions to design problems. **Come prepared with photographs, plans, or stories to share.**

Afternoon Sessions

Property Development 101 – Bill Frazier

Bill Frazier will deliver a primer on downtown property development. This fast-paced session will cover the basics of development, understanding financial and architectural feasibility, and provide some Virginia examples of successful downtown projects.

Evening Tour and a Menu of Lively Downtown Activities



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Morning Sessions

Foundations for Promotion and Marketing – Kathy LaPlante

Kathy's first session will address the crucial role of marketing and promotions in downtown revitalization. Making downtown promotions market-driven and strategic requires researching into your community (even if you've lived there all your life!) and targeting downtown customers.

Projecting a Distinctive Image – Kathy LaPlante

Learn how your organization's entire scope of activities can work together to give customers a favorable impression of your district.

Lunch

Afternoon Sessions

The Main Street Promotion Committee – Kathy LaPlante

Learn about the importance of having a dynamic, volunteer-driven promotion committee, identifying appropriate funding sources for downtown promotions, and creating partnerships to help support downtown events and activities.

Developing a Marketing Strategy – Kathy LaPlante

Understand how a comprehensive promotion plan enables all of a Main Street organization's marketing and public relations activities to project a consistent, effective image.

Strategy-based Event Design – Kathy LaPlante

This session will help you streamline your events calendar through better evaluations of your current efforts, as well as diversify your offerings by adding new fundraising and retail-focused events.